CLAIMS

1. A community providing server providing a virtual community for a user who has a user terminal connected to the server via a network, the server comprising:

5   a user management information database for storing information concerning registered users who are registered with the virtual community;

a contents database for storing contents data constituting the virtual community; and

a control means for issuing, for the purpose of mounting a virtual tag 10   community on a website of the registered user, a community tag which is to be inserted in HTML data constituting the website.

2. The community providing server as defined in Claim 1, wherein,

the user management information database stores information concerning an avatar which is a character acting for each user in the virtual 15   tag community, and

the control means performs control to show an avatar acting for a user who is accessing a website having the virtual tag community in the virtual tag community.

3. The community providing server as defined in Claim 2, wherein, when a 20   user who has not logged into the virtual community accesses a website having the virtual tag community, the control means performs control to show a specific character which indicates that the user is not in a logged-in state in the virtual tag community.

4. The community providing server as defined in any of Claim 1, wherein,

25   the user management information database stores an address of a website of a user owing a website having the virtual tag community among the registered users, and

the control means provides the information of the address of the

website for a user via the virtual tag community.

5. The community providing server as defined in any of Claim 1, wherein,

the contents database stores information of a map of the whole virtual community, and

the user management information database stores information of an address of a registered user, and

the control means provides the information of the map and the address for a user via the virtual tag community.

6. The community providing server as defined in Claim 5, wherein the control means searches the registered users on a prescribed condition with reference to the information of the user management information database and further refers to the information of the map and the address, resulting in the control means outputting a result of the search linked to the information of the map.

7. A virtual community system providing a virtual community for a user, the system comprising:

a virtual community providing server, a user terminal, and a user website server, connected to each other via a network; and wherein,

the community providing server comprises a user management information database for storing information concerning registered users who are registered with the virtual community, a contents database for storing contents data constituting the virtual community, and a control means for issuing, for the purpose of mounting a virtual tag community on a website of the registered user, a community tag which is to be inserted in HTML data constituting the website, and

the user website server comprises storage for saving HTML data into which the community tag is inserted.

8. A virtual community providing method for providing a virtual community for a user who has a user terminal connected to a community providing

server via a network, the method comprising:

a step for issuing a community tag for a user who accesses the community server and registers with the virtual community in order to mount a virtual tag community on a website of the registered user, the community tag being inserted in HTML data constituting the website.

9. A virtual community providing program for causing a computer connected to a user terminal via a network to provide a virtual community for a user who has the user terminal, wherein

the program causes the computer to execute a step of issuing a community tag for a user who accesses the community and registers with the virtual community in order to mount a virtual tag community on a website of the registered user, the community tag being inserted in HTML data constituting the website.